

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

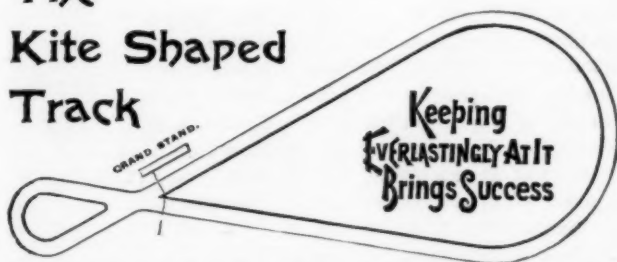
GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. V.

NEW YORK, NOVEMBER 4, 1891.

NO. 18.

The Kite Shaped Track



Is an invention of modern turfmen, intended to reduce the time of trotting records—a device characteristic of this record-making and record-breaking age.

The first question for the business man of to-day is, are you in the Newspaper Advertising race—on any track—or are you simply on the Grand Stand watching the others go by?

The second question comes when a business man decides to enter this race. It is, what track are you going on? A wise selection here is very wise. It often determines whether he goes under the wire in the lead, or in the field.

Recognition of this truth has led very many bright men to do their Newspaper Advertising through

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

1400 FAMILY PAPERS

Below are given the number of newspapers in each State on the

Atlantic Coast Lists. Advertisers will readily see that all the Atlantic Coast States are represented, and how thoroughly many of the States are covered :

Number of Papers on our List in Maine	15
Number of Papers on our List in New Hampshire.....	23
Number of Papers on our List in Vermont.....	25
Number of Papers on our List in Massachusetts	86
Number of Papers on our List in Rhode Island.....	17
Number of Papers on our List in Connecticut.....	49
Number of Papers on our List in New York.....	206
Number of Papers on our List in New Jersey.....	69
Number of Papers on our List in Pennsylvania.....	243
Number of Papers on our List in Delaware.....	10
Number of Papers on our List in Maryland.....	41
Number of Papers on our List in Virginia.....	78
Number of Papers on our List in West Virginia.....	43
Number of Papers on our List in North Carolina.....	65
Number of Papers on our List in South Carolina.....	38
Number of Papers on our List in Georgia.....	110
Number of Papers on our List in Florida.....	28
Number of Papers on our List in Alabama.....	100
Number of Papers on our List in Mississippi.....	26
Number of Papers on our List in Louisiana.....	15
Number of Papers on our List in Tennessee.....	34
Number of Papers on our List in Ohio.....	51
Number of Papers on our List in Other States.....	28

60 per cent of these 1400 Papers are the only ones in their respective towns. Half a cent a line a paper for transient advertising. Long-time advertising at quite a reduction.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1886.

Vol. V.

NEW YORK, NOVEMBER 4, 1891.

No. 18.

THE ART OF WRITING ADVERTISEMENTS.

I.

By Charles F. Wingate.

Writing advertisements is a fine art. You must shoot on the wing; seize the public eye—on the street, in the train, upon the ferryboat, or while skimming the newspaper—and hold it.

You must be so simple and lucid that "the wayfaring man, though a fool, may understand"; and yet satisfy the best intelligence. Your style should be easy, "touch and go," playing around a subject, rather than exhausting it; suggesting ideas, rather than saying them directly; thrusting adroitly and neatly with the rapier, not smashing with the claymore.

At the start, let me distinguish carefully between *enticing* and *deceiving* by advertisements. I have in mind the dealer with something genuine to sell; not the charlatan who peddles wooden clocks and quack nostrums. Even Barnum, the prince of advertisers, was honest with the public and gave full value for their money. No permanent results can come from humbugging or swindling customers. Sincerity and fair dealing are the basis of all sound business and good advertising. Remember Lincoln's favorite maxim: "You can fool all the world for a time, and part of the world all the time, but you can't fool everybody continuously."

If the business man has literary training and leisure, he may prepare his own advertisements; but the tendency toward sub-division of labor in every line has made the writing of advertisements a specialty. It will pay a busy merchant or manufacturer to employ some one skilled in "the art of putting things," who has studied public taste and human nature and who looks at things from the buyer's standpoint. People usually get in a

rut and repeat themselves. They take but one point of view; they are biased by self-interest and they lack freshness and spontaneity in expression.

The large incomes received by "writers on business," as they call themselves, is a proof that they supply a practical need.

The modern advertiser fills the same field and performs like function with the traveling salesman. He enters a thousand places that the "drummer" hardly approaches, and he stays there a welcome guest, if well garbed and adaptable to its surroundings.

I intentionally say "well garbed," for does not the language in which a thought is clothed, with neat typography and artistic illustration, create the same impression on the mind that well-fitting garments, courteous bearing, suavity and refinement make in the person of the salesman? An unseemly advertisement and a boorish, cheeky drummer alike fail in their errands.

A taking advertisement should be dignified, yet cheery; timely, frank and genial, yet not effusive; seductive, yet not too plausible; practical and to the point. If it can make you feel a friendly interest in the writer and a sense of personal identity, so much the better. Bonner, Barnum, Wanamaker, A. T. Stewart, Knox, Pope, Pyle—not to mention others—all stamp their advertisements with individuality, and that gives a lasting flavor to what they say and do. Every one would rather deal with a man than with a name.

To learn how to write persuasively one should study the popular writers of all time: Plutarch, Montaigne, Cervantes, De Foe, Swift, Cobbett and our own Franklin. Read Voltaire, the father of modern journalism, whose every page in ninety volumes, as Parson says, contains some neat, happy, pointed sentence. Note the simplicity, directness and homeliness of expres-

sion of these famous writers. How they use their mother tongue and avoid verbiage, involution and high-flown language.

Read, also, the great journalists—Bennett, Greeley, Raymond and Sam Bowles—and see how clear, crisp and convincing were their arguments. Chas. A. Dana's *Sun* illustrates how simply and vigorously a widely-read scholar can write. Lowell's "Bigelow Papers" and his incomparable essays are remarkable for pithy, homely Saxon. Take "The Pious Editor's Creed":

I don't believe in principle,
But oh, I *do* in interest;

or that stinging epigram in which forty years of discussion of international copyright are condensed.

Take the public into your confidence, as did Lincoln in his masterly messages and speeches; study Beecher's sermons and sayings; learn the secret of Spurgeon's and Talmage's world-wide influence. Is it not frankness, simplicity and sincerity?

Don't be afraid of liveliness and occasional wit. You need not aim to be a funny man, but don't be too solemn and serious. The American people delight in humor. They detest prigs and pedants and they admire dash, spirit and brilliancy—witness Blaine and Butler, Murat Halstead, Watterson, Dana, Ingalls, Grady and "our own" Chauncey Depew.

It is the flavor of personality that makes classics of Goldsmith, Washington Irving and Charles Lamb, and you find it also in Thackeray, Daudet and Tolstoi.

Emerson's famous essay on "Self-Reliance" will teach you to believe in yourself. So will Carlyle, if you read him aright. "He that would move and convince others must first be moved and convinced himself."

A small man will write small advertisements. A crochety man may be a genius, but he will be full of fads and "whim-whams" and continually kick over the traces. Avoid, also, the "smart" writer, who offends good taste; and the silly, conceited chap, who points with his pen to the good-natured elephantine public and proclaims to gullible advertisers, "See how I can move him!"

Be aggressive and bold and strive for originality; but don't be too knowing. You need not be stupidly conventional and super-respectable, but don't

follow Byron's verse: "Better be damned than ignored."

Treading on people's corns or flinging dust in their eyes, even if it is diamond dust, won't attract them. A saucy advertiser, like a too pushing canvasser, only inspires contempt and disgust.

A fetching advertisement must touch the imagination in order to reach the pocket. It should appeal to sentiment as well as to self-interest. By literary skill and art even soap can be made alluring, and a lamp chimney excite interest; canned soup may suggest a jolly picnic; a kodak fill the mind with picturesque visions, and varnish inspire pleasing suggestions. Powers and Chambers and Richardson and Brown are far more widely read than Howells or Lowell; and the Sunday-school child's ideal is to be "absolutely pure, like Royal Baking Powder."

These are the triumphs of the advertiser's art. Yet how much money has been wasted in the same direction without adequate returns for simple lack of gumption.

A large advertiser once told me that his policy was simply to select the best positions in the best mediums, and that he had no other theory to explain his success. But this is not enough, and it takes a fortune to follow that policy. The true ideal is to attain the highest results by the least outlay; and, with that aim in view, more depends upon the style and character of the advertisement than upon its position or number of insertions. Quality of matter is more vital than quantity of circulation.

"HIST!"

By Benjamin Webster.

Sometimes, no doubt, a man says to himself: "What's the use of a lawyer? Can't I just put down on paper how I want my money to go, after I'm dead, just as well as a lawyer?" And then he proceeds, by the light of "plain, common sense," to create a document that is read by the disinherited with a cold, inhuman glee.

So says the mildewed merchant. "Go to!" cries the myopic dealer. "What need have I of advertising agents? Anybody can put down on paper what he's got for sale, and pay the bill for having it printed. Agents, avaunt!" Only, in our day, instead

in almanac literature. New almanacs have been born and old ones have been improved, so that now the best of these publications are complete encyclopedias of practical statistical information.

There is hardly a topic of which the busy man of business wants information but that can be found in these books. The long and dreary reports of Washington departments are condensed into readable shape. The business transactions of a nation are epitomized for ready reference.

Ask any question concerning our Federal or State government and you will find an answer in the modern newspaper almanac. It may be the salary of a deputy official or the amount of gold in the treasury vaults. You may want to know the present ruler of Oman, the population of San Jose or the area of Corea; or perhaps you want the name and address of a foreign ambassador living in this country, or of a United States consul abroad; or it may be the name of the governor of Oklahoma, or the best time of Atlantic steamships, or the champion records in athletic sports. All such questions can be answered in the newspaper almanac.

It will be years before the reports of the eleventh census are ready for public distribution, but the newspaper almanacs of 1892 will contain all the census figures that the average citizen will want to know.

The almanac is no longer the special book for the writer and political statistician, but they have a place in every office and on nearly every library table. Information is given in these annuals that cannot be obtained elsewhere. They are alive with newspaper enterprise and give the latest facts that the public are anxious to know about. The best encyclopedias should be supplemented by the American newspaper almanac.

I don't know that these books have ever paid their publishers a profit. They are nearly all published at great expense, the newspapers being willing to bear the outlay because of the splendid advertisement. The cost of compiling and printing these almanacs runs up high in the thousands, while the selling price is ridiculously low. There is no doubt, however, but that the publications such as I have described are of great value, simply as an advertisement, to the papers giving them a name. If the almanac is reliable—and most of them are—and the

reader refers to it with implicit confidence in all matters of dispute, the paper itself becomes to be relied upon for accurate news reports.

These books have a value to the advertiser. The retail dry goods merchant who wants a new announcement every day will probably not care for much space in an almanac. But advertisers who desire to have their names constantly before the public, those who want to have their business card where the public can easily refer to it, will find an excellent medium in the almanac. For banks, financial institutions of all kinds, manufacturers of machinery, printers' supply houses, and in fact the great majority of advertisers could well afford to have space in these publications. They are not read and cast aside, or kept current for a month only, but are close at hand for daily reference throughout the year, and then put on the library shelf for future reference.

One of these almanacs, published in one of our largest cities, is used as a reference book by the teachers in the public schools, and so complete is it in everything that pertains to the city that it invariably finds a place in the corner-stones of all local buildings when such deposits are made.

Another almanac in another city is the best local guide-book published. The value of these books to the future historians of this country will be inestimable. My advice is to scan carefully the advertising pages before you decline to contract for space.

PRECISION IN ADVERTISING.

By T. B. Russell.

We are advancing in England toward a more correct appreciation of exactness in the science of advertising. In days of old, when advertising was new, it was regarded as a lottery altogether. Nobody had any idea of precision. A man spent a given sum haphazard, and trusted to Providence (with an indefinite kind of feeling that he was rather tempting that august abstraction) to bring returns somehow, somewhere, and in some proportion. That the results were ever other than unsatisfactory will be a matter of less surprise when we remember that the day of great competition in advertising had not come. Every man had his own work to look to, and was not apt to be influenced by the fear of being eclipsed by that of other people adver-

advertisement wherewith to conciliate that fickle jade Popularity.

There is another way in which competition is very much more directly doing us service. I mean in the increasing number of available media. A great many publications are bidding for our favor. They, too, are competing, and in their mutual attacks they are busily sweeping away dangers which formerly threatened, and are also driven by sheer stress of battle to give us the best return for our money that is in their power. Anything like extortion in rates is being rendered impossible by this element, and the most eligible publications are becoming more and more eager to prove their value to demonstration by definite and well-attested evidence, such as a few years ago was obtainable only in a very few cases.

It is not long since the great London dailies stood practically alone in quoting, and proving by the evidence of certified accountants, their exact circulations. This is now quite common among the better class of papers, and it is of incalculable use in the distribution of patronage. We have not in England any systematic and recognized authority on circulations like Messrs. Geo. P. Rowell & Co's Directory—a sort of advertisers' Bradstreet—but we have frequent attestations of circulation and are likely to have more. One or two advertising agents publish books purporting to state the approximate circulation of every paper, or the majority of the papers, listed. But there is nothing to show how the figures are arrived at, or how they are attested; and nearly all of those lists are, in many of their quotations, grossly inaccurate. There is not one which can pretend to the knowledge possessed by the editors of the American Newspaper Directory, at present, at least, or, if that knowledge is possessed, the information has certainly, up to the present, not been made public.

By the aid of the system, so far as it goes, of published circulations, the advertiser is enabled now to see how much per thousand he is paying for a given space. It may be taken for granted, for most advertising purposes, that the size of a page does not fundamentally affect the value of it. Of course this is an element when a long story has to be told in an advertisement. But, as a rule, this is left to circulated matter, and "bold adver-

tisement" is the order of the day, and even if an argument or a lengthy statement is essential, it must not be forgotten that on a small page, smaller type is more tolerable than on a larger one. For practical purposes, a page is a page, for a full page in a paper the size of *PRINTERS' INK* would attract as much notice as if it were twice or four times the size, or as a page in a far larger publication would attract among its own subscribers, always providing that the other publication received habitually as many full-page ads. as the smaller one. For a full page in a paper which rarely lets full pages have naturally a higher effect in proportion. Advertising has become more expensive on this account: a few years ago, full pages were rare in England; now, everybody has to use them.

If we can settle in our own minds how much per thousand circulation a page advertisement is worth to us, we shall establish a precise basis of calculation applicable to all publications of authenticated or ascertainable circulation. And the demand for the precision has lately been met here by a curious development in rates. One or two weekly London papers of large circulation have offered to accept advertisements at a fixed rate per page per thousand for preferred positions, namely, four shillings sterling, or, as nearly as possible, one dollar in American currency. They offer accountants' and printers' certificates of circulation, and render their accounts on this basis. As a contribution to the precision of advertising science, I think the inventors of this system deserve well of the advertising public. It might readily be extended by agents, who could, in America at least, where trustworthy sources of information are accessible, accept advertisements for insertion in various media at an all-around rate per page per thousand circulation.

The plan is worth considering: but in comparing prices with the rate I have named above, it should not be forgotten that advertising rates are lower all round in Great Britain than in America, just as the prices of the papers themselves are lower. As an illustration of the last fact it may be stated that the American edition of *Texas Siftings* sells for ten cents, while the London edition of the same publication, printed from the same stereotyped plates, costs but one penny English, or one-fifth of the price.

CURIOUS ADVERTISEMENTS.

We resume this week our department of curious and ingenious advertisements at the request of a number of readers who formerly found this an interesting feature of PRINTERS' INK. Advertisements of this class will hereafter be reproduced from time to time and given in page form without comment.

JUMBO HOUSE ON WHEELS
 WE ARE THE
 BECAUSE WE SELL A
 BOY'S AND GIRL'S
 20-inch SAFETY for \$11.00
 Description—Rubber Tires, Cone Bearings, Adjustable Coil Spring Saddle, Mud Guards, Tool Bag, Oil and Wrench, Curved Handle Bars, Brake and Lamp Bracket. Send for Bicycle Catalogue.
E. C. MEACHAM ARMS CO.,
 ST. LOUIS, MO.




STEEL	PRESSED	BRICK
Mfd. BY		
THE METALLIC ROOFING CO.		
TORONTO ONT.		
SEND FOR CIRCULAR		

A
 TEN ACRE
 TRACT
 FREE
 no incentive aside to pay like a day for 10-a-day.
 Location of Fruit Trees shown.
 FOR PARTICULARS SEND IN STAMP TO
 THE CLARK COLONY.
 1000 Acres of Fruit Trees.
 1000 Acres of Fruit Trees.



WE ARE ONLY AGENTS FOR
 LITTLE RED SCHOOL HOUSE SHOES



WHILE I AM HERE AND THE BROTHERS COMING
 ANIMAL AND BIRD AND FISHES
 WITH ONE AND TWO DOLLAR CUPILLER
 TO INVENTED THE SCHOOL HOUSE SHOE

M. EHRLMANN & CO

USE SOUND HORSE SENSE

AND BUY ONLY

Brant's Condition Powders.



FULL
 POUND
 PACKAGES
 ONLY
 25 CENTS.

Warranted best in the market, by

Arthur H Webber, Cadillac, Mich

LOOK OUT!!!



for these imitations and substitutes, they are poor stuff at the best and increase your misery. Take Simmons Liver Regulator only. You will know it by the large red Z on the face of every package and by the relief it gives when taken for Dyspepsia, Indigestion, Constipation, Bilioussness and Sick Headache.

TAKE **SIMMONS**
LIVER
REGULATOR ONLY

THE ANALYTICAL METHOD.

By W. H. Baker.

An advertisement writer once said to me that she did not think it necessary to the proper writing of an advertisement to analyze, as it were, and thoroughly know the subject treated of, declaring that she never studied what she wrote of, as I held it should be done, and was yet successful. In other words, it was her opinion that one could write good advertising without understanding what one was writing about.

I submit for argument, Is such writing advertising?

I hold that to write good, effective, efficient, real advertising, one must be "intelligent on it" (to quote one of Mr. Powers' patent phrases); that it should be gone at something after the manner of an analytical chemist—dissected, picked to pieces, each bit studied in itself and in its relations to the other bits; nothing throwing any light on the matter to be neglected; to know what is dross and what is not.

Ability to write pleasingly does not qualify one as a writer on business, director of advertising or "advertising expert." Nevertheless, that ability is absolutely essential. One must be a student of advertising—and no one learns in a month or a year. And there is but one man to-day that can be looked up to as a "professor" who can teach one—he, Mr. Powers. And this is said with all due respect and admiration for such good men as Messrs. Gillam, Ward and Fowler, who have much excellent work to their credit, and are also close and conscientious students of the science of advertising, and, with Powers, are known as the "Big Four."*

To illustrate my method of writing, let me advance the following rules or suggestions. Perhaps a reader may imagine a suspicion of novelty or parestis in some of them. They are applicable to the dry goods merchant, the clothing merchant, to the man about to place a new thing on the market, and somewhat to a little of everything else.

1. Find something to advertise and be sure of it. There's little need of enriching publishers at your expense. Let it be something that people would be glad to get if they knew you had it—

*I sincerely hope that this frankness is not objectionable, one way or another.

W. H. B.

something new or that the other dealers have not. Or if anything is not selling fast enough, or if overstocked on anything, or if the season for anything is about dying out, "make the price an object."

2. Something found. Find out all you can about it—its making; how and where made and its makers; its history, uses, adaptability, demand for it, cost, quality; commonness or scarceness; if sold elsewhere and at what price; profit.

3. Take into account yourself and your store—customers' faith in you; your honesty; your dealings generally; your rank in size, importance, popularity; your money and liberality.

4. Consider the foregoing and make all due allowances. Consider the newspapers—their circulations, in size and field; their characters, whether staid or sensational; the intelligence and wealth of their readers (can be judged by character).

5. A little thought as to the typographical facilities offered by the newspapers will be useful—if you know much about types—otherwise trust the printer, but don't allow him to use over three faces of type in the whole advertisement. Don't stint yourself on space nor be lavish with it. Never consider rates.

6. You are now ready to "write" "intelligently"—and don't tell the half of what you have found out. A parade of knowledge is vulgar; let a little appear quietly and easily, and in a way to command respect. Write for your readers—within and with their buying knowledge. Keep yourself in the background. This is the hardest lesson of all. Few can master it. If you cannot, you had better get some one who knows how to do the work for you.

In connection with "one" you should take account of "incidentals"—fads, festivities, local happenings, weather, seasons, etc. It is never profitable to advertise umbrellas and mackintoshes on a rainy afternoon—the next day is likely to be sunshiny. Take tips from the weather prophets. Try to forestall all the fads and fashions. Keep informed as to all the big balls, operatic events, Thomas concerts—gloves, fans and millinery, dress suits and fixings are to be in demand. Railroad excursions bring country people ready to buy jack-knives, horse blankets, dresses and what not generally.

It isn't hard to do this; it comes

easy after a little practice; makes an "advertising expert" of you; builds your business.

However absurd, flippant, apparently senseless some of the above "rules" may seem, I hold that they must be followed or good work cannot result. And no one who studies advertising will stop at these, but will find dozens of little branch rules for each of those here laid down.

Which is the better: advertising written according to the lady writer's notion—I admit she does good, readable work—or advertising written according to my notion? Which is *advertising*?

One is common—here in St. Louis and the country over. One is uncommon and is easily told apart.

TRIP-HAMMER advertising is the kind that creates industries that make us marvel at their magnitude. How long would it take to shape the hot iron if a stroke was given this week and another six months hence? Constant pounding is what does the business.—*W. F. Cook.*

It is a gross injustice to advertisers who pay their bills to be forced into competition with those who do not.—*W. W. Hallock.*

BETTER ADVERTISING FOR LESS MONEY.

By J. Gibson Bowman.

A great many of the advertisements which appear in the daily papers of today might be made (without any extra cost, and in most cases at a saving) to attract more attention. No matter how well an advertisement may be written, if not properly displayed it loses a great deal of its effectiveness. In some instances the faulty display can be laid to the door of the inferior printer, but only in very rare cases, as most of those having charge of the writing and placing of the announcements of the large dry goods and clothing houses select the type they want used in their display. What these people seem to think constitutes a well-displayed advertisement is a great variety of the blackest and largest type they can crowd into the space, regardless of appearance.

Here is a sample of this class of advertisement, clipped from the New York *World*, occupying 92 lines of agate and 52 lines of display, at 30

cents per line, making a total cost for that paper alone of \$43.20.

OUR SATURDAY SALE.

Nothing Like It On Earth.

The Greatest excitement ever known in the

Clothing Business.

Our store has been so crowded we could not wait on half the customers who called.

WE SHALL CONTINUE
OUR GREAT

\$12.00 SALE

Until Saturday at 9 o'clock.

TO DAY WE SHALL CONTINUE TO
OFFER YOUR CHOICE OF OUR

**\$28.00 and \$30.00.
SUITS AND OVERCOATS
AT
TWELVE DOLLARS.**

There's no MONEY in this BUSINESS, but we get lots of ADVERTISING, and we might as well give our CUSTOMERS a BENEFIT as the newspapers.

Store open until 9 o'clock Saturday.

You are free to select from our \$28.00 and \$30.00 Suits and Overcoats at

TWELVE DOLLARS.

A. H. KING & CO.,

627 and 629 Broadway,

NEAR BLEECKER ST.

While this style, no doubt, pleases Messrs. King & Co., I will here endeavor to show an advertisement which, though not occupying so much space, I venture to assert will attract a great deal more attention :

Our Saturday Sale!

The Greatest Excitement ever known in the Clothing Business

Nothing Like it on Earth

Our Store has been so Crowded we could not wait on half the customers who called. We shall continue our

Great \$12 Sale

Until Saturday at 9 o'Clock.

To-day we shall continue to offer your choice of our

\$28.00 and \$30.00

Suits and Overcoats at

\$12.00

There is no Money in this Business, but we get lots of Advertising, and we might as well give our Customers a Benefit as the newspapers.

STORE OPEN UNTIL 9 O'CLOCK SATURDAY.

You are free to select from our \$28.00 and \$30.00 Suits and Overcoats at

\$12.00

A.H. King & Co

627 and 629 BROADWAY,
Near Bleecker St.

The above advertisement will be found to occupy 73 lines of agate and 32 lines of display, which means a saving of 39 lines, or \$11.70 for this one paper; and supposing that but one paper was used, six days a week, at the same rate, the total saving per week would be \$70.20.

By these figures, which are pretty near correct, it will be seen at a glance that the saving for a year would be quite considerable—more than enough to pay the salary of a pretty high-priced man to look after the business.

Of course an argument that could be used against this system would be that most of the newspapers would not have the type; but this difficulty is easily gotten over, by having your advertisement put in type in a job office where they have the kinds of type you require, and then having an electrotype made, which will insure your getting just what you want and exactly the same in each paper. The total cost for type-setting and electrotypes would not be over a dollar a paper; you would still have saved money, have a great deal better advertisement, and, by continuing this system and style of type, familiarize the public with your announcement, thus making it answer the double purpose of advertisement and trade-mark.

THE REASON.

Store is vacant,
Sign "To Let,"
Former tenant
Had to get.
He, in sorrow,
Sits and sighs,
'Cause he didn't
Advertise.

—N. Y. Journal.

ANOTHER REASON.

Store is vacant, sign "To Let,"
Former tenant had to get.
He failed, tho' active, enterprising,
By injudicious advertising.
Find him in the corner store,
Just a block below the old one;
See the crowds block up the door,
In the rush to fill the new one.
What's the reason of this change?
Successful, active, enterprising;
Nothing new, not even strange,
Only careful advertising.

D. D. S.

TWO POINTS OF VIEW.

From Puck.

"How sweet," the first man cried, "is death!
The faltering pulse, the dying breath
Form but a gentle span between
The life unsolved and the life unseen,
When the weary soul shall know not care,
But rest and beauty everywhere.
Ah! death is sweet! And so, say I,
Give me the man content to die."

The other sighed and shook his head:
"Ah! death comes all too soon," he said,
"And better than blighted youth, I wage,
Is the charm that lies in green old age.
With a sturdy frame and a hardy health,
And a goodly store of worldly wealth,
Man's life is sweet, indeed, and he
Whose life is long is the man for me."

And then the life insurance fakir
Rose and left the undertaker.

at a disadvantage when compared with the (possibly equally honest) man who does not. The publishers of the Directory do not ask as a favor for a detailed statement, but rather present an opportunity which self-interest may prompt newspaper publishers to accept.

It is sometimes proposed to substitute other proofs of circulation for the detailed statement. A few papers send weekly post-office receipts, but for obvious reasons they are not considered good statements at the Directory office.

The post-office receipts, if sent, should also be accompanied by the publisher's statement of what he asserts his actual issue has been, and when the Directory is in possession of that statement duly signed, it really does not care for the receipts. A publisher's unequivocal statement over his own signature is good enough proof for the American Newspaper Directory, and it is proof, too, that is mighty hard to get, not more than one publisher in ten being willing to give it.

Question also arises sometimes as to whether a particular statement that comes very near fulfilling the requirements can be accepted as entirely satisfactory and the paper given the definite rating, the accuracy of which the publishers of the Directory will guarantee by a forfeit of \$100. The case of William Briggs, D. D., and the Toronto Methodist Publishing House—of which an account appeared in PRINTERS' INK for October 21—is an illustration. In this instance it was not clear whether the statement, otherwise satisfactory, had been signed by a person in authority or by some unknown and (possibly) irresponsible person. Where such doubt exists, the publishers of the Directory can hardly be expected to risk \$100 in guaranteeing the accuracy of the rating.

While advertising is not accepted at any price for the gazetteer portion of the Directory, a publisher can have a picture of his newspaper building inserted free in connection with the description of the paper. All that is necessary in order to accomplish this is to



supply a cut backed with solid metal,

not to exceed one inch in length or in width, and in appearance to be subject to the approval of the editor of the Directory. When a newspaper owns an office the publisher does well to let it be known, for the prosperous papers are the good ones.

For several years it has been the custom to answer inquiries as to just what sort of a statement was wanted with a copy of the following statement, which complies fully with all the specifications:

SAMPLE STATEMENT OF A WEEKLY

"THE LANCET" GAZETTE.
LANCET, N. E., Dec. 12th, 1891.

"PUBLISHED BY THE LANCET & CO., Publishers of the AMERICAN NEWSPAPER DIRECTORY."

"GIVEN:—The issue of the Gazette for the past year have been as follows:

Friday, December 8, 1891	780 copies.
September 21	770 "
" "	770 "
" "	770 "
October 21	770 "
" "	770 "
" "	770 "
September 21	770 "
" "	770 "
August 21	770 "
" "	770 "
July 21	770 "
" "	770 "
June 21	770 "
" "	770 "
May 21	770 "
" "	770 "
April 21	770 "
" "	770 "
March 21	770 "
" "	770 "
February 21	770 "
" "	770 "
January 21	770 "
" "	770 "
Friday, December 8, 1891	770 "
Total	770 copies

Total—770 copies
1891—770 "

"The total number of copies printed in the entire year—1891—when divided by 52, the number of issues, shows the average issue to be 770 copies.

"This is a correct report of the issues of The Gazette for an entire year, and is made for the purpose of being placed on file in the office of the American Newspaper Directory, and securing no expense and most circulation rating in the next issue of that Annual.

"LANCET PRINTING CO.,

"G. D. SATCHELDER, Secretary."

PROTEST FROM AN ADVERTISING PHYSICIAN.

OFFICE OF BEINKERHOFF, M. D.,
Graduate of College Physicians and
Surgeons, Chicago, Ill.
CHICAGO, Ill., Oct. 23, 1891.

Editor of PRINTERS' INK:

In the issue of the Chicago Herald of October 21 a member of the American Medical Association, who was addressing the Public Health Association at Kansas City, is reported as having made the following remarks regarding "quacks" (the professional definition of "quack" being a practitioner of medicine or surgery who advertises):

"Why does the press uphold these quacks? Because they pay the press more money than we do. Therefore the press sets to work to down any law against them. Money paid the

press is at the bottom of it. If we can't get laws against them we can raise more money than they can. Then the press would rout them out in short order."

In view of the fact that this man virtually accuses the press of having been purchased, and that it can be influenced in the matter of medical advertising, I call your attention to the remarks, in hopes that they may secure space in your columns, as I consider PRINTERS' INK the most thorough means of reaching newspaper publishers. My object is two-fold; first, to call the attention of the press, in general, to the proposal as made at Kansas City, and second, to give them an opportunity to thoroughly refute and denounce the charges of this character. Trusting that you may see the value of a thorough dissemination of these remarks to the press, and that I am not encroaching upon your valuable space, I am,

Very respectfully yours,

W. C. BRINKERHOFF.

MR. LAMPTON'S REJOINDER.

WASHINGTON, D. C., Oct. 28, 1891.

Editor of PRINTERS' INK:

I have just read in your valuable and esteemed journal of this date three interesting articles on the advertising solicitor, by Mr. W. J. Lampton, Mr. Chas. L. Benjamin and Mr. P. T. Barry, in which Mr. Lampton seems to have been walked over and stamped on and jammed in the short ribs, until there isn't much left of him except a vortex of ruin, into which it seems he ought to hide himself forever from the face of all that is truthful and honest and respectable. It is indeed hard lines for a man when he is placed in this painful position, and not that I love truth less but mercy more, I come, even if feebly, to his defense. It is not the fair thing to down a good man, as Mr. Benjamin and Mr. Barry have downed Mr. Lampton. That gentleman made the simple inquiry: Must the advertising solicitor be a liar? Then, on the presumption that no man is strictly honest in the scriptural sense, he went on to show that the advertising solicitor, while not a malicious and despicable, nor even "colossal and incorrigible," was prone to distend the facts in the matter of the circulation of his medium. In fact, his whole article was nothing in the extreme, and calculated to heal the wounds of the mendacious, not to open them afresh.

On this comes Mr. Benjamin, with graceful pen and diplomatic politeness, and asserts that Mr. Lampton contends that a capacity for lying and a constant exercise of it is necessary to success ("a *sine qua non*," Mr. B. says, which is Latin and means necessary). At no time does Mr. L. make such a statement, and the article stands as proof of it. A little further on Mr. B. cannot understand how Mr. L. failed with a newspaper of 17,000 (*sic*) circulation because he failed to claim 30,000, and "an accomplished liar" succeeded in "keeping people interested" in a paper with 15,000 (claimed). The explanation is simple. The first was a daily newspaper in a city; the other was a weekly, class paper. It isn't necessary for a house to fall on Mr. B. in order that he should at once understand the difference. Mr. Lampton's failure was due to the fact that he was entirely lacking in soliciting faculty, and he dropped the job within sixty days. At the same time he still contends that a wise and judicious distention of the facts would have improved his returns. And Mr. B. is hardly so puritanical as to deny it.

Mr. B. further says: "Taken at its widest latitude, the advertising solicitor's field for

lying is very limited." Are we then to measure a departure from the truth, and by gauge say what lies are lies?

Hardly.

A lie is a lie, much or little, and the measuring stick may only be applied to its evil results. Nor is Mr. B. quite fair to Mr. L. in stating, however indirectly, that he champions the cause of Ananias. Mr. Lampton asked the question, "Must He Be?" In that is doubt enough to satisfy any one that he had his own doubts on the subject.

It is safe to say that Mr. B.'s views very nearly coincide with those of Mr. Lampton, to wit, that the advertising solicitor who never told a lie is as scarce in this country as George Washingtons are.

Now, as to Mr. Barry's article. He doth protest too much. He resorts to the weak argument of calling Mr. Lampton "another one." He charges that Mr. Lampton, not content with mild terms, makes the solicitor out to be "a colossal, towering, monumental liar." Mr. Barry's command of adjectives makes him an object of suspicion right from the beginning. He follows this directly by the statement that Mr. L. says that he once solicited advertising for a paper of 5,000 circulation, claiming to the advertisers that he had but a paltry 17,000. This is absolutely untrue, and with Mr. Lampton's article directly before his eyes, it is scarcely explicable.

Mr. Barry makes the further error of applying Mr. L.'s statements concerning some of the class to the entire class without exception, and making it as strong as he knows how. According to Mr. B., Mr. L. and everybody else, including Mr. B., are liars. Mr. L. does not claim that he is absolutely truthful; if Mr. Barry does he has a nerve which ought to make him a Napoleon of Advertising. Yet with it all, Mr. B. sadly confesses that liars have crept into the immaculate ranks of his profession—which was all Mr. Lampton desired to know when he asked the question which seems to have provoked so much back talk.

That Mr. Lampton's reputation for truth and veracity is as good as his reputation as a successful advertising solicitor is bad, I am prepared to make affidavit to.

W. J. LAMPTON.

ABOUT THE "READING MATTER" DISCUSSION.

THE OVID INDEPENDENT,
OVID, N. Y., Oct. 26, 1891. }

Editor of PRINTERS' INK:

In regard to "What Constitutes Reading Matter?" (*vide* PRINTERS' INK of October 21st), I did not suppose there was any question or diversity of opinion among printers and publishers on the subject. I have been nearly forty years a printer, and have always understood that "reading matter" means news, editorial or miscellaneous reading, and does not in any way apply to reading notices or paid advertising of any kind.

The decision of the Carbondale publisher in this matter is a revelation to me, and I think will be to the craft generally.

Or am I wrong in my definition and understanding as to what constitutes "reading matter"? OLIVER C. COOPER, Proprietor.

A Sure Sign. — Publisher *Weekly Hoodoo*: I see you have prophesied an early winter in to-day's paper.

Editor:—Yes; the paragraphs are sending in Christmas jokes already.—Puck.

"Oh, Days that Are No More."—Ghost of Josh Billings: And did you really once write for the *London Punch*?

Ghost of W. M. Thackeray (apologetically): I did; but that was in the good old times.—*Puck*.

Of Great Importance.—In a New York newspaper office. A seedy looking man enters and thus addresses the managing editor:

"I have something here that I think will please your readers."

"Don't want it; full now."

"But it is very important."

"Don't want it, I tell you."

"It is not a murder or anything of that sort—it is more important than a fire."

"Will you get out?"

"It is a slam at Chicago."

Morning editor seizes the article, rushes to the tube and shouts:

"Leave out news from Washington. Chicago matter of great importance."—*Arkansas Traveler*.

In New York the political contest rages. The newspapers are full of it, and each candidate has so many excellent qualifications that the independent voter must be very much puzzled in making up his mind. He reads nothing in the party organ about its candidate except what is complimentary.

"Twas ever thus, and applies to all different departments of human enterprise.

"Sam," said a high-toned gentleman, "you are honest. Why do you put all the good peaches on the top of the measure and the little ones on the bottom?"

"Fo' de same reason, sah, dat makes de front ob your house marble an' de back gate chiefly slop bar'l, sah."—*Texas Siftings*.

WANTS.

Advertisements under this head 50 cents a line

A MAN to solicit orders from houses in want of agents. E. J. SMEAD, Vineland, N. J.
E DITOR, Trade paper, has made one a success; wants another in addition. "N., 547 Moore St., Philadelphia, Pa.

WANTED—Position, to manage advertising of daily paper or business firm in city of 30,000 or over. Address "E., Box 12, Scranton, Pa.

WANTED—An all-around printer to take charge of a weekly in a town of 2,500 inhabitants, in the far West. Address "A," care PRINTERS' INK.

WANTED—Energetic, reliable man, to take entire charge of circulation of a prosperous daily paper. Address DAILY JOURNAL, Henderson, Ky.

NOVELTIES and new staple articles wanted to introduce through our canvassers and drummers in the Northwest. H. H. STONE, Minneapolis, Minn.

CANVASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

WANTED—By experienced printer (30) situation as foreman or superintendent. A1 references; correspondence solicited. G. W. LAWRENCE, *Advertiser*, Rochester, N. Y.

WANTED—Experienced Advertising Solicitor, with acquaintance among patrons of household publications. Liberal salary and commission. "COMPETENT," care P. I.

PRINTERS—Read "THE AMERICAN ART PRINTER." Best Printers' Magazine published. 25 cents a copy; \$3.00 per year. Monthly. C. E. BARTHOLOMEW, 21 College Place, N. Y.

EMBOSSED BUSINESS CARDS of your concern, or catalog covers at \$5.00 per thousand (in gold). Write, or come in and talk it over. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

ANY PERSON wishing to sell a proprietary article of established value may address "T. F. K.," P. O. 672, New York. An article calculated to be sold through the mails would be most desirable.

WANTED—Position as editor or assistant editor to some farm paper, by practical farmer and writer. Can carry on farm experiments on my farm, if desired. GEORGE Q. DOW, North Epping, N. H.

AN Advertising Agent, with nine years' experience, would like to represent in Chicago and vicinity, as the sole agent, a few first-class publications. Will work on commission. No salary desired. Address "S.," care Room 839, No. 225 Dearborn St., Chicago.

I WANT TO BUY a Republican Daily and Weekly Newspaper in a town of from 20,000 to 40,000 population. If you want to sell and mean business, send schedule of machinery, type, etc., with sworn statement of last year's business, to "L. A. C.," 243 State St., Room 66, Chicago, Ill.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 50 cents a line

FINE GOODS for premiums. EMPIRE P. B. CO., 28 Reade St., New York.

CHICAGO Religious Weekly, established 1878. Circulation 62,000. Price \$5.00. Address "K.," care of PRINTERS' INK.

FOR SALE—A first-class Newspaper and Job Office at a bargain, on account of ill health. Address "INVALID," care PRINTERS' INK, New York City.

FOR SALE—Old established, well equipped, paying Weekly, in growing New England town; over 2,000 circulation. Address "BASS," care PRINTERS' INK.

FOR SALE—First-class weekly newspaper. Central N. J.; one of the best in the State; fine advertising patronage. For particulars address "J. R.," P. O. Box 1592, Philada.

A FINE JOB PRINTING PLANT, in a live West Penn. town, will be sold within 30 days. Type, presses, &c., almost new. Fine business. Address "R.," PRINTERS' INK.

1,000 NAMES and addresses of permanent, tax-paying residents of the locality (mostly farmers). Postpaid. THOS. B. OSBORNE, Box 225, St. Clair, Mich.

\$2,500 BUYS half interest, management and absolute control of company publishing Daily and Weekly Newspaper in Northwest Canada. Favorable terms. CANADIAN, in care of Miller & Richard, Toronto, Ont.

FOR SALE—CHEAP—One of the Best Daily and Weekly Republican papers, in Republican city and county in Southern Michigan. Well established and equipped, and fine chance for a hustler. \$5,000 cash, balance on time. Address "J.," PRINTERS' INK.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

ADVERTISERS and Printers, Attention! A Column cuts of prominent men, actresses, initial letters, newspaper cuts, &c., for 15 cents. Stamps for catalogue of 1,000 samples issued monthly. CHICAGO PHOTO-ENG. CO., 185 Madison St., Chicago, Ill.

WE HAVE A HERRING SAFE that has been in use for twenty years, originally cost \$800; also a Marvin Safe, ten or twelve years old, with burglar-proof compartment, cost \$800. Both of these safes are large and first class, and good as new. Will be sold on favorable terms. Address GEO. F. ROWELL & CO., 10 Spruce St., N. Y.

FOR SALE—A Western Agricultural Paper of good standing, established ten years; circulation between 35,000 and 40,000; can be bought by the right party for \$15,000.00. The paper cleared over \$3,000, exclusive of salaries to owners, last year. Office is fully equipped. An excellent opportunity for a practical newspaper man with limited capital. For full particulars, address B. M. HOLMAN, care of Lord & Thomas, Chicago, Ill.

FOR SALE—1 four-horse power Otto Gas Engine. Fine condition. Just overhauled. 1 Stommetz Folding Machine. Four folds. Does good bookwork and excellent newspaper work. Size, 36x50. 1 Self Clamping Cutter, Eschenker patent. Built by Howard Iron Works, Buffalo, N. Y. Size, 34 inch. 1 Double-cylinder Hoe Press, two years old. Fine condition. Bed, 35x51. This machinery will be sold in bulk or in part. Great chance for some one desiring to fit up an office. Address L. L. THOMPSON, 1420 Pa. Ave., Washington, D. C.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

VAN BIBBER.

SPOKANE SPOKESMAN.

LEVEY'S INKS are the best. New York.

AGENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

THE GRAPHIC, Chicago, "the great Western illustrated weekly."

THE GRAPHIC, Chicago—Most value at least cost to advertisers.

YOU like money. So do we. Try the **LOUISVILLE COMMERCIAL**.

AGENTS' names \$1 to \$10 per 1,000. **AGENTS' HERALD**, Phila., Pa.

A COMPLETE Family Newspaper. **SAN FRANCISCO CALL.** Estab. 1853.

FOR TIRED, WEARY BRAINS, take **BROMO-SELTZER**. Sold everywhere.

INGALL'S HOME and ART MAGAZINE is a ladies' magazine. 25,000 monthly.

LARGEST evening circulation in California—**SAN FRANCISCO BULLETIN**.

PROSPEROUS, intelligent people reached by the **SAN FRANCISCO BULLETIN**.

LARGEST DELIVERED DAILY circulation in Connecticut—**NEW HAVEN NEWS**.

TRIAL ADS., 2 cents a line, weekly. Circulation 1,250. **THE WITNESS**, Frankfort, Ky.

56.759 D.: 61,801 S.: 22,846 W.: circulation **SAN FRANCISCO CALL**.

HIGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

ENTERPRISE, Brockton, Mass. Circ'n 6,500. Advertising rates 15 cts. per inch per day.

THE ADVERTISER'S GUIDE, 16 pages, full edition, mailed on receipt of stamp. **STANLEY DAY**, New Market, N. J.

THREE GOOD CUTS of anybody you may name for 2-in. space in your paper. 1yr. **W. T. FITZGERALD**, Washington, D. C.

OUR SPICE BOX. Unequalled medium for goods handled by grocers or dry goods dealers. 100,000 a month. Test us, Boston, Mass.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

MEDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. *Absolute proof of an excess of thirty thousand copies each issue.*

SCHEMERS, if you have a practicable project for a weekly or monthly in New York, you may interest in it an experienced man, with capital. "C. S. P." **PRINTERS' INK**.

STRIKE THE "HAPPY MEDIUM."—Reach the Doctors and Druggists through **BRANSFORD LEWIS' FORTNIGHTLY M. D.**, St. Louis. "Every Other Week," at monthly rates.

PAPER DEALERS—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **PRINTERS' INK**.

KEEP posted on all Life Insurance Companies. **THE INDICATOR'S Pocket Chart** is the best. Mailed for 25 cents, postal note or stamps. Address **F. H. LEAVENWORTH PUBLISHING CO.**, Detroit, Mich.

THE SCHOOL JOURNAL, Weekly (circulation 18,000), and **TEACHERS' INSTITUTE**, Monthly (circulation 47,000), reach a large proportion of 30,000 teachers and school officers. Circulation proved. New York.

NAMES and correct addresses of every taxpayer in Fannin Co., Texas. Real estate and personal given separately, by post-office and precincts, just printed. Price \$3. **Bonham News, Evans & Evans, Proprs.**, Bonham, Tex.

WHY NOT OWN an Illustrated Newspaper to advertise your business? Did you know it could be done at moderate cost? Particulars and samples free to any responsible firm. **PICTORIAL WEEKLIES CO.**, 28 West 23d St., New York.

DENVER, Colorado.—Geo. F. Rowell & Co. of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the **DENVER REPUBLICAN**.

OF the 307 newspapers and periodicals published in Connecticut in 1891, the **HARTFORD TIMES** stands at the head in point of circulation. The American Newspaper Directory rates it the highest by several thousand. It is undeniably the newspaper in Conn. for the advertiser seeking best results. A popular family newspaper.

THE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address **THE AGE-HERALD COMPANY**, Birmingham, Alabama.

PERHAPS you sometimes use electrotypes—possibly all of your advertising is electrotyped. In either of these events we would like to say a few words to you on the subject. You can, in these days, buy electros for pretty much whatever amount you choose to pay for them. When, however, you arrive at the conclusion that electros can be too cheap, we would be pleased to have you send us a trial order. We can guarantee first-class work, prompt delivery, and prices as low as is commensurate with the quality of work which we turn out. We are **THE E. B. SHELDON CO.**, New Haven, Conn.

Please fill out the Order for advertising in the American Newspaper Directory, printed below, tear off this leaf and return to

GEO. P. ROWELL & CO.,

10 Spruce St., New York.

An order from a prominent and influential publisher to insert a conspicuous and carefully prepared advertisement of his journal is always taken by the publishers of the DIRECTORY as an encouraging expression of interest and good will.

Such orders are solicited and earnestly desired. Without the advertisements the book would be less than complete.

Every charge to a Newspaper for advertising in the AMERICAN NEWSPAPER DIRECTORY will be allowed to stand until balanced by charges to GEO. P. ROWELL & Co's ADVERTISING BUREAU for advertising ordered by them at cash rates, less the usual agents' commission.

Publishers of leading papers who send copy early may have a full-page, illustrated advertisement prepared from special designs or suggestions without additional charge, or a deduction of \$25 will be allowed to such a publisher who prepares and furnishes an electrotyped copy of his advertisement for use in the book.

All full-page advertisements will be assigned a position on right-hand page.

It must be distinctly understood that the Editor of the DIRECTORY does not take cognizance of any statement about circulation made in copy sent for an advertisement to appear in the book; for at the time of fixing the circulation of a newspaper, it is found to be better that the Editor shall neither know the contents or character of an advertisement, or whether there is or is not an advertising order on file.

TWENTY-FOURTH YEAR.

If "copy" does not accompany this order the Advertisement will be prepared by a competent person at the office of the AMERICAN NEWSPAPER DIRECTORY.

..... Authorize **MESSRS. GEO. P. ROWELL & CO.** to insert.....
Card in the next issue of the "American Newspaper Directory," occupying
space of Page, for which..... authorize them to charge to
..... account upon their books in accordance with the rates printed below,
the amount to be **BALANCED BY CHARGES FOR ADVERTISING**, ordered
by them, at Cash Rates, less the usual Agents' Commission.

RATES OF ADVERTISING IN AMERICAN NEWSPAPER DIRECTORY

1	Page.....	\$150.00
1-2	Page.....	80.00
1-3	Page.....	65.00
1-4	Page.....	50.00
1-5	Page.....	35.00
1-6	Page.....	27.50
1-12	Page (space of 100 words solid Agate).....	20.00

Signed.....

Publisher of.....

Town and State.....

Date.....1891.

BOOK WITHOUT ADVERTISEMENT, \$5 CASH. BOOK FREE TO EVERY ADVERTISER.

ORDER.



The National Tribune

WILL ISSUE FOUR EDITIONS OF

250,000 Copies Each,

OCTOBER 22, 29, NOVEMBER 5, 12.

— ♦ — ♦ — ♦ —
No Extra Charge for Advertising in These Issues.
— ♦ — ♦ — ♦ —

Copy must be in hand at least three days in advance of date of issue for which it is intended. Address

THE NATIONAL TRIBUNE,

WASHINGTON, D. C.

BRANCH OFFICE:

66 PULITZER BUILDING, NEW YORK CITY.

BYRON ANDREWS, MANAGER.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10, Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, NOVEMBER 4, 1891.

For the week ending October 28, 709 new names were added to the mailing list of PRINTERS' INK.

ADVERTISING IN PRINTERS' INK, A WEEKLY JOURNAL FOR ADVERTISERS.

In July, 1888, the price was - - \$15 a page
In January, 1889, the price was - 25 a page
In January, 1890, the price was - 50 a page
In January, 1891, the price was - 100 a page
and

The price is now \$100 a page, each edition, or 50 cents a line each issue.

If found to be necessary to keep the advertising within narrow limits, the

Price will be further advanced.

Until further notice, contracts will be taken at current rates for any space, from a line to a page, for any specified number of issues, to appear on any specified dates between Oct. 1st, 1891, and Oct. 1st, 1896.

If the price is advanced within the five years, advertisers contracting now will have the benefit of the lower price secured by contracting now. If a lower price is adopted at any time, advertisers contracting now shall have the benefit of the lower price as soon as it is announced.

Price of 1st page in 1892, \$200 each issue.

Price of last page in 1892, \$150 each issue.

Price of any other preferred page, \$125 each issue.

Address

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

Every line of reading matter is inserted free.

AN interesting bit of gossip has leaked out concerning a confidential arrangement between one of the most successful of the special agents and one of the most valuable and influential of the newspapers he represents. The publisher was short of money a little while ago, and the agent was able to make him a liberal advance, in consideration of which he

was permitted thereafter to control the foreign advertising patronage on an agreement that the publisher shall receive 25 per cent of the charge and the agent retain the other 75 per cent. This is the perfection of the special agency idea.

ADVERTISING rates of PRINTERS' INK have constantly increased from the date of its first publication, and are liable to still increase; but we are willing to receive orders extending over a period of one, two, three, four or five years at the present rate, with a stipulation that if a lower rate is adopted, advertisers shall have the benefit of it.

In the negotiations between advertisers and publishers much time is wasted in discussing the value of circulation per line per thousand. It is sometimes asserted by advertisers that a cent a line (even as low as a fifth of a cent a line) is the only fair price to pay for newspaper space. Advertisers generally understand the absurdity of such a declaration, and if the publisher shows an equal understanding of the situation they are not apt to push the argument further. The truth of the matter is that no invariable rule can be formed to cover papers of all classes. If an advertiser was to declare that he would not advertise anywhere except at the rate of a twentieth of a cent a line per thousand circulation, it is safe to say that he would have offered to him at that rate all the space he could pay for. Yet that very rule would surely shut him out of the most desirable mediums—the ones that would really pay him a good profit on his investment.

It is manifest that if the small country paper were to attempt to compete in rates with the big city daily, the smaller publisher would soon be forced to the wall. But the fact that he is not able so to compete does not in the least affect the desirability of his paper as an advertising medium. He appeals to a distinct constituency, which no other paper can reach at either smaller or larger rates.

The patent medicine man who is trying to create a demand for his goods in some particular locality and who has provided a means of sale through the local druggist, will not accomplish his object by advertising in the *Ladies' Home Journal*. He needs to use the papers whose circulation is concen-

trated in one district. An advertisement in the Chicago *News* will not create a demand in Plymouth, New Hampshire. On the other hand, for the man who wishes to create a general demand for his goods, the paper of general circulation is excellent.

It is not a wise proceeding on the part of an advertiser to fix upon any certain rate as representing the value of newspaper space to himself, and to determine that he will make no contracts except upon this basis.

The American Mercantile and Collection Association (Incorporated) of New York, doing business at 234 and 235 Broadway, publishes a book called the "American Advertiser Reporter," which undertakes to give certain information concerning advertisers in the United States and Canadian Provinces.

This list, it is asserted, is carefully revised for the use of advertisers and advertising managers. The edition for the year 1891 is the sixth annual volume, and is furnished to subscribers only. That the book is perfect it is not asserted. The ebbs and flows of business cause constant changes, and, in consequence, a work of this kind never can be made perfect.

It is not asserted that the book contains the name of every advertiser, for advertisers are springing up every day; but a special effort appears to have been made to include in the list all who are known to advertise outside of their particular locality, as well as many whose business would justify seeking patronage by advertising in other than local papers.

The information that has been gathered, the publishers assert, may be considered trustworthy, and is given in good faith without prejudice.

Among the names upon the list less than one-fourth are already subscribers to PRINTERS' INK. To add the other three-fourths to the subscription list would make over 37,500 additional subscribers, which, at the regular rate of \$2 a year, would cost over \$75,000.

If the 2,000 papers catalogued in Geo. P. Rowell & Co's preferred list, as printed in their "Book for Advertisers," and toward whom they undertake to influence most of the advertising business which is placed in their hands, would enter into a compact to pay for these 37,500 subscriptions, the proportion for each paper would be less than twenty subscri-

bers, and involve a payment of only \$37.50 for each paper. This would hardly be too much even for the smaller papers, and many of the great papers could safely assume a much greater charge. The late E. C. Allen, of Augusta, Maine, at his own expense, paid for placing four thousand names upon the mailing list of PRINTERS' INK, and presented each with a paid-up, complimentary subscription for one year.

Publishers who have been familiar with PRINTERS' INK for the past few years are pretty unanimous in the opinion that a perusal of it by advertisers has a tendency to benefit the business of advertising—that it, in fact, induces advertisers to advertise more. Why not lend a hand to give it a wider range of influence?

W. D. BOYCE AGAIN.

A few weeks ago PRINTERS' INK had occasion to remark upon the energy and enterprise of Mr. W. D. Boyce, of Chicago. Since then there has been further justification for those compliments. Mr. Boyce has gotten out a well-worded circular announcing a suit for \$50,000 damage against the American Newspaper Directory.

This circular has been distributed broadcast, and the result is seen in the notices which are now appearing in the daily papers from Maine to California. Thus many persons who were not even aware of the existence of Mr. Boyce's publications now learn what an enormous circulation is accorded to them by that standard and ever impartial work, the American Newspaper Directory. The expense of distributing such circulars could not have been large, and the results, it is evident, fully justify the outlay, for the number of free notices that are being secured is so great as to be a most efficient tribute to the foresight and smartness of the youthful but mature Mr. Boyce.

One of the most interesting features of the case is the fact that the publishers of the Directory have not been served with any papers in the so-called suit for \$50,000 damage, and, but for the free advertising Mr. Boyce is securing, would have no knowledge of the unpleasant position in which they are supposed to be placed.

The Directory has been published for twenty-three years. It has never had to defend a suit for damages, for the very good reason that its ratings

have always been just and impartial. It is probable that no one knows this fact any better than Mr. W. D. Boyce, of Chicago.

WESTERN ENTERPRISE.

The *Great Divide*, a magazine published at Denver, has made a conditional offer of \$10,000 for use for advertising purposes of the first page of *PRINTERS' INK* for 1892. The price of that page is \$10,400, and the order to secure it should be without conditions.

A PUBLISHER down in Maine, in answer to an application, responds as follows: "I have made no change in my rates since last year. The rates we had last year are not now set up."

This reminds one of a series of resolutions passed in a Kansas town. They were as follows:

Resolved, That we build a new jail.

Resolved, That the new jail be built out of the material now in the old jail.

Resolved, That the old jail be used until the new jail is completed.

MR. H. D. LA COSTE, formerly with Mr. F. K. Misch, will hereafter represent the *Boston Traveller*, *Philadelphia Bulletin*, *Sioux City Journal*, *Louisville Sunday Truth*, *Dayton Evening News*, *Dayton Morning Times*, *Peoria Morning Herald*.

HE HAS TRIED IT.

OFFICE OF SKORDEMANNEN,
The only Swedish Agricultural Paper
in America.

MINNEAPOLIS, Minn., Oct. 21, 1891.

Messrs. Geo. P. Rowell & Co.:

GENTLEMEN—* * * The same mail that brings us last week's copy of *PRINTERS' INK*, containing our advertisement, brought an answer from a new advertiser who wanted space in our paper, and since then we have had other answers. We propose to devote 25 per cent of the gross income for advertising secured through notices in *PRINTERS' INK* to continuing our patronage in your periodical, feeling that it is no more than right to give the same commission to the newspaper which brings business that we would otherwise do to agents who send us business. * * *

Yours truly,
P. V. COLLINS, Proprietor.

THE PRIZE ARTICLE.

THE EASTMAN SEED CO.,
EAST SUMNER, Me., Oct. 26, 1891.

Editor of *PRINTERS' INK*:

I acknowledge with thanks the receipt of the \$100 award for my article on "Danger Signals."

It was not only a prize, but a sur-prize.

W. H. EASTMAN.

BEATTY Organs \$35 up. Catalogue Free Dan'l F. Beatty, Wash'ton, N. J.

LETTERS to let. Good ones. J. H. Goodwin, 1215 B'way, N. Y.

200! WILL PAY for 4 lines, once, in THE HOME CIRCLE, St. Louis. 75,000 copies. Why not try it?

WOOD ENGRAVING PETRI & PELS
CATALOGUE FREE NEW YORK

NEWSPAPER PUBLISHERS!
Send subscription rates and discounts for 1892 to Subscription Department.
THE N. Y. NEWS CO., 30 Beekman St., N. Y.

The Hartford Post.

Largest Daily Paper in Connecticut and the Best. Send postal for sample copy.

**GOLDTHWAITE'S
GEOGRAPHICAL MAGAZINE.**
CIRCULATION UNIVERSAL.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

To Printers, Bookbinders, Lithographers, Paper Makers, and Paper Box Makers.

Send to the HOWARD IRON WORKS, Buffalo, N. Y., for Illustrated Catalogue of PAPER CUTTERS. They make the best.

"A Unique Corner of the Earth" Is what Charles Dudley Warner calls Coronado Beach, California. Write to the Hotel del Coronado for particulars.

To Advertise in Great Britain

SEND TO OR CONSULT F. W. NOSTRAND, 51 Tribune Building, New York (Branch Office in London). The leading English Papers on file for inspection. Immediate quotations given and advertisements forwarded by first steamer.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

**75,000 COPIES OF THE
SPECIAL DECEMBER
NUMBER OF THE
POPULAR EDUCATOR,
BOSTON, MASS.,**

Will be issued. A copy will be sent to all the Private Schools in the country.

"We received twice as many answers from the *POPULAR EDUCATOR* as from five other educational journals put together."—Houghton, Mifflin & Co.

Would it not pay you to have your advertisement appear in this Special Issue?

Advertisements inserted at the regular rates, 30 cents per line, space. Copy must be received by the 30th of November, as the paper is mailed subscribers December 1st.

Address all orders to our Advertising Office, 2 West 14th Street, New York.

Do You Want Agents?

\$300 expended so far. 35,000 Post-Offices addressed for names of same. For our own use. Send for particulars.

E. J. SMEAD & CO.,
Vineland, N. J.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 30 cents a line each issue for two lines or more.

A Great Offer

\$3.00 for one inch space per month per paper for any 50 or more Daily papers selected from list (weeklies gratis). 260 papers to select from. Aggregate monthly circulation of list 10,903,800 which will be mailed free on application.

B. L. CRANS, 10 Spruce St., N. Y.

AMERICAN Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

Dodd's Advertising Agency Boston.
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

TO EVERY PERSON who will procure five cash subscriptions to PRINTERS' INK, we will send the paper for one year gratis and a cloth bound copy of our "Book for Advertisers;" for ten cash subscriptions, a copy of the American Newspaper Directory will be given as an additional premium. Address GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

PRESSWORK.

Large Runs Solicited.

Facilities 300 Reams Daily.

GIBB BROS. & MORAN,
PRINTERS,

45-51 Rose Street, New York.

COMPOSITION—ELECTROTYPE—BINDING.

IF YOU WISH to advertise anything anywhere at any time write to GEO. P. ROWELL & CO., No. 10 Spruce St., New York.



*Study Law
At Home.*

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to

W. C. Sprague, L.L.B.
512 Whitney Block,
Detroit, Mich.



HEBER WELLS,
Successor to
Vanderburgh, Wells & Co.
**PRINTERS' CASES
and WOOD TYPE.**

The trade name, "Strong Slat," for cases is a surety of superiority. The Wood Type is made for service. It is not pressed nor veneered. New Catalogue just out.

Cabinets.
Galleys.
Presses.

GENERAL MATERIALS.
No. 6 Spruce St., New York.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

THE R. J. GUNNING CO.,

SIGN ADVERTISERS,

297 Dearborn Street, Chicago,

Will make your name or goods a household word all around the world.

Signs Painted Anywhere on Earth.

EVERY ONE IN NEED of information on the subject of advertising will do well to obtain a copy of "Book for Advertisers," 388 pages, price one dollar. Mailed, postage paid, on receipt of price. Contains a careful compilation from the American Newspaper Directory of all the best papers and class journals; gives the circulation rating of every one, and a good deal of information about rates and other matters pertaining to the business of advertising. Address ROWELL'S ADVERTISING BUREAU, 10 Spruce St., N. Y.

ADVERTISE IN

The National Reporter System

10 Magazines, 30,000 Weekly Circulation. All paid subscriptions of highest class.

They MUST be read!

They ARE read!

They PAY the advertiser!

For particulars address

S. C. WILLIAMS, Mgr., 42 Tribune Bg., N. Y.

"I rise to Explain."



THE AMERICAN SCHOOL BOARD JOURNAL offers magazine advertising at newspaper rates. Write New York Office.

ELECTROTYPES.

THE E. B. SHELDON CO.,
101 Meadow St., New Haven, Conn.

We make a high-grade of electrotypes at the lowest prices at which first-class work can be produced. In addition to our well-equipped foundry, we maintain a printing department with every facility for turning out fine catalogue and book work. We would be pleased to make special quotations on large orders and guarantee promptness in filling same.

LARGEST CIRCULATION

Of any Agricultural Monthly west
of the Alleghenies.

American Farm News,

AKRON, OHIO.

Contract NOW for 1892.

E. T. PIERCE, Fayette, Ohio,
Sole Agent for the U. S. and Canada,
ANDERSON'S SHORTHAND TYPEWRITER,
FAYETTE, Ohio, Oct. 24, 1891.

Geo. P. Rowell & Co.,
New York City, N. Y.:

GENTLEMEN—In your letter to me soliciting my advt. in PRINTERS' INK, you claim a circulation of 40,000, and that it circulates among a class of people that use my goods, etc. Now this is a Bonanza, sure. But say, I have not got circulares enough to go all around. Perhaps if your readers knew that the Anderson Shorthand Typewriter was only a machine for writing shorthand, and that the best record it has got up to date [that we know of] is 340 words a minute, they will go light on our circulares.

Very respectfully,

E. T. PIERCE.

WE CONDUCT A NEWSPAPER ADVERTISING AGENCY

WE GIVE TO ALL CUSTOMERS

Judicious
Selections,
Experienced
Assistance,
Prompt
Transactions,
Low Prices,



Conspicuous
Positions,
Unbiased
Opinions,
And
Confidential
Service.

ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND
ESTIMATES OF COST IN ANY NEWSPAPER
FURNISHED **FREE** OF CHARGE.

J. L. STACK & CO.

Newspaper Advertising, St. Paul, Minn.



OVERMAN WHEEL CO.,
MAKERS,
CHICOPEE FALLS, MASS.

BOSTON, WASHINGTON, DENVER, SAN FRANCISCO
A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

CANADA.

If you intend advertising in Canada it will be of interest to know that we handle more business with Canadian newspapers than any other Agency in existence. We control the Canadian advertising of many of the largest and shrewdest advertisers in the world, **Pears' Soap**, for instance. Our efforts are devoted to Canada alone. We have no preferred list, but handle them all. Write us before placing your orders. **A. McKIM & CO., Montreal, Canada.**

A CATALOGUE OF 4,000 PAPERS in which we own \$100,000 worth of advertising space that we wish to sell, will be sent to any address on receipt of 15 two-cent stamps. We will receive orders for advertisements to be inserted in these papers and accept from parties having fair business ratings notes coming due after the advertising has been placed and its results realized. Address **ROWELL'S NEWSPAPER ADVERTISING BUREAU, 10 Spruce St., New York.**

TAKE A TRIP?

Why not take a trip throughout
the U. S. in

Ingall's Home and Art Magazine?

We reach a bright class of Ladies
that read advertisements.

25,000 MONTHLY.

Send for Sample Copy and Adver-
tising rates. Address

J. F. INGALLS, Publisher, Lynn, Mass.

41,588,584

Circulation

In six months, July 1st to Dec. 31st, 1890, was
given by our agency to the 3½-inch adver-
tisements of

Scott's Emulsion of Cod Liver Oil

In Home Print country weeklies.

We believe an investigation would satisfy
many advertisers that they could use the
Home Print weeklies to advantage.

Our Catalogue of this class of
papers, Second
Edition for 1891, will be sent to any adver-
tiser on application, and our method of work
fully explained.

NELSON CHESMAN & CO.

ESTABLISHED 1874—INCORPORATED 1888
Newspaper Advertising Agents

BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.
N. W. BRANCH, Home Insurance Bldg., CHICAGO.
EASTERN BRANCH, 54 Nassau St., NEW YORK.

ADVERTISING ?

Office of the
COLUMBUS BUGGY CO.
Of Columbus, Ohio.

(Cable Address, "Buggy," Columbus.)

The Argonaut Publishing Co.,
San Francisco.

Gentlemen:

Referring to our advertisement now running in the Argonaut, we take pleasure in saying that we have had answers from points as widely separated as from California to Belgium, and from the Hawaiian Islands to Idaho.

Very truly yours,

COLUMBUS BUGGY CO.

A. G. Glenn, Manager.

September 23, 1891.

The Argonaut has the largest circulation of any weekly periodical on the Pacific Slope. It has subscribers in every State and Territory of the United States, and in every English-speaking country of the world.



MODES AND FABRICS
PUBLISHED BY MODES & FABRICS PUBLISHING CO.
NEW YORK, N.Y.



THE
LEADING FASHION MONTHLY

Guaranteed Circulation,

120,000.

Advertising Rates, 45c.
a line.

Preferred positions extra
Forms close the 20th of the Month.

550 Pearl Street, New York.

A solicitor of large experience, business tact, integrity and push, wanted in New York, Philadelphia, Baltimore, New Orleans, Chicago, St. Louis, Milwaukee, Cincinnati, Cleveland and San Francisco, to secure advertisements for a leading monthly journal circulated throughout the United States.

Address **OBERLY, 124 Madison Ave., New York.**



Let Us Estimate

On your next contract.

T. C. EVANS' ADV. AGENCY,
294 Washington Street,
BOSTON.

A Phenomenal Success!

Established less than four years and now ahead of ALL morning dailies published in

CANADA

Circulation guaranteed the largest of any morning daily in the Dominion of Canada.

How was it Done?

- 1st. BY MAKING IT THE BEST NEWSPAPER.
- 2nd. SPENDING MONEY LIBERALLY TO SECURE A CIRCULATION.
- 3rd. REPRESENTING FAITHFULLY THE INTERESTS OF THE GREAT LIBERAL CONSERVATIVE PARTY, THE DOMINANT ONE IN CANADA.

In selecting the choicest advertising medium of Canada, do not overlook the Daily and Weekly

"EMPIRE,"

Toronto, Canada.

Exclusively Represented by

ROY V. SOMERVILLE,
Special Agent,
103 Times Building, **New York.**



THE MOST SUCCESSFUL

Cures are now made in cases of Consumption, as well as in Drunkenness, by hypodermic injections of *bi-chloride of gold*. Through "COMFORT" THE FARMER is injecting REAL GOLD into the pockets of its advertisers, which not only cures dull times, but prevents that *tired feeling* so often experienced by many large advertisers. "If you put it in Comfort it pays."

Space at the Agencies, or of THE GANNETT & MORSE CONCERN, Augusta, Maine. W. T. PERKINS, Mgr. N. Y. Office, 23 Park Row.

THE NEW YORK LEDGER

CHRISTMAS NUMBER,

Issued and Dated Dec. 12th,

GOING TO PRESS NOVEMBER 21st.

The Christmas Number of last year was universally acknowledged by competent critics to be the most attractive and artistic of any Holiday Issue. The design for the cover of the above number, which will be printed in colors upon heavy paper, is drawn by the same renowned artist, Wilson de Meza, and his great success of last year is surpassed. The advertising space is limited. *Send orders at once.* We were unable to accommodate late comers last year.

The edition will be very largely increased beyond the regular issues, but the advertising rates remain the same. Address

EDWARD P. CONE, M'gr Adv. Dept.
Cor. Spruce and William Sts., N. Y.

To reach monthly
75,000 live, active
mail buyers, adver-
tise in

The Agents Guide,
GEO. W. CLAFLIN,
Publisher,
122 Nassau Street,
New York.

Advertising Clocks.



Send for our new Catalogue of Advertising Clocks, just from the press.

We make Clocks suitable for Advertising Retail Clothiers, Dry Goods Stores, Cigars, Tobacco, Newspapers, Shoe Blacking, Cocoa, Baking Powder, Spool Cotton, Insurance Co's, Varnish, Perfumes, Agricultural implements, Flavoring Extracts, Bicycles and numerous other lines.

Write, stating on what quantity you want quotations.

BAIRD CLOCK CO.,
PLATTSBURGH, N. Y.

5,000,000 PEOPLE

\$100 REWARD.

ARE YOU A WOMAN

WHO HAS NOT SEEN A COPY OF
ARTHUR'S NEW HOME MAGAZINE

of Philadelphia. - The best and cheapest illustrated monthly ever published in the English language. 128 pages for \$1.00.

SIX SHORT STORIES AND SPLENDID articles by best writers on all subjects of interest to women. Sample Copy Free. If you like it, you'll take it, won't you?

Are reading THIS "AD." weekly.
We guarantee
an average monthly circulation of
25,000
during the year 1902. It may be **50,000**.
Space at all agencies.

THE TOLEDO BLADE

(Daily and Weekly),

Toledo, - - Ohio.

Circulation of
Daily Blade
last week.

13,000
13,100
13,000
13,300
13,100
15,100

Daily average of - -

80,600
13,434

Circulation of
the Weekly Blade
last week.

119,000

For advertising rates in either edition,
ADDRESS

THE BLADE, Toledo, Ohio.

TOLEDO, OHIO, Oct. 24th, 1891.

ANY PERSON wishing to sell a proprietary article of established value may address "T. F. K." P. O. 672, New York. An article calculated to be sold through the mails would be most desirable.

In answer to the above advertisement, which has appeared several times in PRINTERS' INK, I have received so many replies that I am satisfied that by a continuance of the advertisement, I shall finally get into communication with some one who has the very thing I want. I have already become possessed of information concerning a considerable number of proprietary articles, but no one among them quite fills the bill. I am so situated as to have peculiar advantages for advertising an article which can be sold all over the country, and I can control the necessary capital; but as the sale at first will be entirely from the results of advertising, it is important that the article advertised shall be something that can be safely and cheaply forwarded to great distances and to points difficult of access; it would appear, therefore, that an article that can be sent by mail is the most desirable. It is known to be a great point towards an assured success in advertising that the article sold shall have a judiciously chosen name. A conspicuous word, spelled with three or four letters, makes the very best trade-mark, and it is a great thing, if the name when conspicuously displayed conveys to the mind of a reader some information about the thing itself, even if he refrains from reading the remainder of the advertisement. Perhaps it would be wiser for me to advertise something entirely new, instead of attempting to buy a trade-mark already established, and it is with that view that I now invite suggestions, ideas, recipes, etc. If any suggestion or idea that shall be submitted to me meets my approval to such an extent as to cause me to adopt it, I will pay the sum of \$100 to the person sending it. Address "T. F. K.," P. O. 672, New York.

THE STATE REPUBLICAN,
LANSING, Mich., Oct. 23rd, 1891.
W. D. Wilson Printing Ink Co., Ltd.,
120 William St., New York.

GENTS.—Please send me by freight a 250-lb. barrel of your News Ink.

You may count on us as regular customers, as long as you keep up your grade of inks.

Very respectfully,
DARIUS D. THORP, Pub'r.

WILSON'S
NEWSINK

Is unsurpassed in quality by any other brand manufactured. It works clean, and prints a jet black.

A trial order is solicited. Send for prices and discounts.

ADDRESS

W. D. Wilson Printing Ink Co.
(Limited),
140 WILLIAM ST., NEW YORK.

PRINTERS' INK is printed
With WILSON'S BOOK INK.

**CATCHY
STRIKING
STRONG EFFECTS**



**IN
BLACK
AND
WHITE**

are much sought after by the leading advertisers. They believe that frequent changes and attractive advertisements are necessary in order to get the best results from newspaper advertising.

We prepare attractive advertisements, with or without illustrations, deliver our customer the completed advertisement in the form of an electrotpe and charge him in accordance with the time and talent devoted to his order.

**GEO. P. ROWELL & CO.,
NEW YORK.**

**EACH
ISSUE
of
PRINTERS'
INK
in
NOVEMBER
and
DECEMBER
WILL
EXCEED
40,000
COPIES**

GUARANTEES.

THE CINCINNATI POST

GUARANTEES TO ADVERTISERS:

1. Largest DAILY Circulation of any Ohio paper.
2. Greater Circulation in Cincinnati and Hamilton County than the aggregate of all the other English daily papers published in Cincinnati.
3. Greatest Circulation in the 750 Cities and Towns surrounding Cincinnati.
4. Sworn DAILY Circulation to Exceed 65,000 Copies.

**THE POST PUBLISHING CO.,
Cincinnati, Ohio.**

THE ST. LOUIS CHRONICLE

GUARANTEES TO ADVERTISERS:

1. Largest Circulation of any afternoon paper in the State.
2. Greater Local Circulation in St. Louis than any other paper.
3. Largest Circulation in the 300 Cities and Towns surrounding St. Louis.
4. DAILY Circulation to Exceed 40,000 Copies.

**THE CHRONICLE PUB. CO.,
St. Louis, Mo.**

THE KENTUCKY POST

GUARANTEES TO ADVERTISERS:

1. Greater Circulation in Kentucky than any other DAILY Paper outside of Louisville.
2. Double the combined Circulation of the only other English and German Paper published in Covington.
3. Greater Circulation in Covington, Newport, Bellevue, Dayton and Ludlow with their combined population of 100,000 than all Cincinnati and Covington Papers combined.

**The Kentucky Post Pub. Co.,
COVINGTON, KY.**

E. T. PERRY, 86-87 Tribune Building, New York, will furnish rates, sample copies and further information for the above papers.



HERE'S A TIP.

For the specially attractive Christmas issues, see that your order is given at once.

Look at the November Record! What an array of money-makers!

The advertising space for November was considerably overrun, and orders continued to come in several days after the forms were closed.

The balance of space for Christmas (December) numbers, not already secured on time contracts, can only be given to those whose orders are received first.

That there will be a large amount crowded out is certain. We give ample notice, and then accommodate all that is possible.

The special mailing of Christmas issues will be hastened as usual, in order that advertisers may receive for their efforts the full benefit of the Holiday Trade. The mailing will commence Nov. 20th, and will be completed along the very first days of December.

Forms close for Christmas issues on the morning of November 18th, sharp.

ALLEN'S LISTS,
Augusta, Maine.

Put
Them
On
Your
List

Sunday School Times,
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.
Presbyterian Observer.

We build up our business on these facts. We will give fuller particulars when you ask it:

Facts about Character :

All our papers have been long published and are read in the homes of well-to-do people who believe in the papers and trust their teaching.

Facts about Distribution :

One paper is national, eleven cover the Middle States, three the adjoining Southern States. Different denominations and some the only paper in the denomination.

Facts about Circulation :

We don't claim five or more readers for each paper but announce copies issued—over **275,000** copies weekly—and we know they go to annual subscribers.

Facts about Prices :

We arrange a schedule that gives every advertiser equal service for amount of his investment. The rate is low. It would seem lower if we swelled the circulations, but results would be no better.

Have you anything to advertise which prosperous and steady home people should buy?

One
Price
Advertising

Without Duplication
of Circulation

HOME JOURNALS **15** BEST WEEKLIES

Every Week

Over 275,000 Copies

Religious Press
Association
Phila



WOMANS HOME JOURNAL,

BOSTON, MASS.,

is one of the very best advertising mediums that can be found. We are anxious to demonstrate to advertisers the value of our columns. Our readers are liberal mail buyers, and are in the habit of looking through the advertising columns of our paper in search of bargains. Why not give us a trial. We guarantee

100,000

Copies for December,

At only 50 cents
an Agate Line.

Copy must be in
Nov. 25th.

Order direct, or through any Advertising Agency.

POTTER & POTTER, Pubs., Boston, Mass.

The Yankee Blade

A Valuable Advertising Medium

1887 Actual Circulation 30,000

1888 Actual Circulation 50,000

1889 Actual Circulation 75,000

1890 Actual Circulation 110,000

1891 Actual Circulation 130,000

1892 Probable Circulation 200,000

Present Advertising Rates, 75c. per Agate Line.

Potter & Potter, Pubs.

86 & 92 Federal St.

Boston Mass

A BIG BONANZA!

Advertisers who do not desire to experiment, but are looking for sure returns, have now a golden opportunity.

In the territory covered by the

1300 LOCAL NEWSPAPERS

of **The Chicago Newspaper Union** there has been produced this season, according to conservative estimates, cereal crops aggregating in value over

\$1,000,000,000

which is more than twice the average. All classes share in the general prosperity, and money is plenty in all the ambitious and wide-awake towns of which these papers are the influential local organs.

Now is the time for advertisers to reap their harvest, and

HERE IS A FIELD

ripe for the sickle.

Orders should be sent in at once.

Contracts will be accepted for long or short terms at present rates until further notice.

THE CHICAGO NEWSPAPER UNION.

MAIN OFFICE:

87 to 93 South Jefferson St., Chicago.

EASTERN OFFICE:

10 Spruce St., New York.

Effective Publicity

IS OBTAINED BY USING THE ADVERTISING PAGES
- - OF - -

"GOLDEN DAYS"

Advertising space is limited to three cover pages.

Advertisements

Must be Seen in

"Golden Days."

There is nothing intangible about the value of advertisements in "Golden Days."

Advertisers who use "Golden Days" all speak of its paying qualities in the highest terms.

"Better than a list of 100 papers;" so says a prominent advertiser:

OFFICE OF THE GLEN CAMERA COMPANY, }
294 BROADWAY, NEW YORK, Oct. 28th, 1891. }

Pubs. "Golden Days," Philadelphia, Pa.:

GENTS—We have found "Golden Days" to have paid us better than a list of 100 papers in which we have advertised, and shall always continue to use it as long as we advertise.

(Signed)

Yours, &c.,
GLEN CAMERA CO.

Highly pleased; trade from all over the country," says the following:

OFFICE OF C. H. MEEKEL STAMP AND PUBLISHING CO., }
1007-1011 LOCUST STREET, }
ST. LOUIS, Mo., Sept. 18th, 1891. }

Publisher "Golden Days," Philadelphia, Pa.:

DEAR SIR—We are pleased to state that your paper is giving us good satisfaction, and believe that it pays as well (the advertising rates taken into consideration) as any other paper published in America.

We have secured new trade through it in every city from Maine to California, proving that it must be widely circulated. We remain yours very truly,

C. H. MEEKEL STAMP AND PUB. CO.,
C. H. MEEKEL, Pres. and Treas.

Put it on your list without delay. "Take no substitutes."

Actual weekly circulation over 123,000 copies, all of them sold at \$3.00 per annum.

For rates and other information apply to

R. A. CRAIG, Advertising Manager,

121 Times Building,

NEW YORK.

*Detroit News,
Pittsburgh Chronicle Telegraph,
Cleveland Press.*

We want it understood that the circulations of the above papers have not doubled during the past year. Neither have they increased fifty per cent.

While they have not done miracles, they have enjoyed a healthy growth. Their circulations are sound, and each year they stand better in their respective localities.

This has been their history during past years, and we have no doubt history will repeat itself.

All three are eight paged afternoon papers.

We guarantee a combined daily (paid for) circulation of over

110,000

C. J. BILLSON,
Tribune Building,
NEW YORK.



Returns Coming In

A Special Correspondent in every city and town in Missouri, Kansas and Oklahoma has been one of the means of making The

KANSAS CITY TIMES

MORNING,	23,500
EVENING,	25,000
SUNDAY,	44,000
WEEKLY,	40,500

Worthy of being counted

3 ADVANTAGES: THE TIMES is THE Paper of Kansas City, Mo. THE TIMES has a large circulation in Kansas City, Kan., and throughout that State. THE TIMES circulates widely in the Territory of Oklahoma. A paper with such a circulation and such influence must bring to the advertiser returns worthy of being counted.

The Most Widely Circulated Paper in the West.



48 Tribune Building,
NEW YORK.

509 "The Rookery,"
CHICAGO.

TWO HUNDRED THOUSAND SUBSCRIBERS

1,000,000 Readers

Circulation Increasing
Rates Advancing



ILLUSTRATED.

A MAGAZINE FOR THE HOMES OF AMERICA.

The best low-priced periodical ever printed anywhere, in any language.

Twenty-four to thirty-two large pages monthly, equal to more than a hundred pages of the ordinary sized magazine.

More than a dozen departments, each putting itself in closest touch with the wants and needs of the HOME.

Literature of the very highest standard, contributed by the best and most popular writers of the day.

CLEAN, WHOLESOME AND PURE.

Never a doubtful line is admitted to its columns, whether in the reading matter or in the advertisements.

A HOME COUNSELLOR, MONITOR AND FRIEND IN TWO HUNDRED THOUSAND HAPPY FAMILIES.

Holds all its old friends and is continually making hosts of new ones. Wherever it goes, it goes to stay—becomes a part of the Home life, and thought, and conscience in every family.

"NOTHING SUCCEEDS LIKE SUCCESS,"

But in these days of sharp competition, there is no permanent success without merit. THE HOME MAGAZINE has won its present enviable place in American Literature, and the homes and hearts of the people, by deserving it.

Circulates in the best homes in every State from Maine to California.

A valuable advertising medium—combining the immense circulation and popularity of a newspaper with that higher element of *permanency* pertaining to a first-class family periodical.

If you have anything to sell, it will pay you to write for our terms.

WE CAN BRING YOU BUSINESS.

THE BRODIX PUBLISHING CO.,
WASHINGTON, D. C.



LOOK
IT UP,

SEEDMEN.

We have corresponded with every Seedman who used the

SATURDAY BLADE

AND THE

CHICAGO LEDGER

last year, and we have a reply from each one that the
BLADE and LEDGER are "on their List" for the
coming season. There is not a single exception.

Have you got our

Over 300,000 Copies Weekly

On your List? Look it up.

ADVERTISING RATES.

The Saturday Blade, agate,	- - -	\$1.00	per line.
The Chicago Ledger, " "	- - -	.50	" "
The Blade and Ledger combined, agate,	- - -	1.25	" "

RULES.

No. 1—Cancel any contract at any time for any reason, at pro rata rates.

No. 2—No discount for time or space.

No. 3—Circulation proved each week by P. O. receipts, paper used and cash received.

NOTE.—The *Saturday Blade* has the largest circulation of any weekly newspaper published in the United States.

Apply for space to any Advertising Agency, or to the Publisher,

W. D. BOYCE, Chicago, Ill.

25%

Increase on New Business after Jan. 1st, 1892.



[This cut is a full-size representation of the Paper-Weight Clock. Case nickel plated. Clock weighs 1 lb. 5 oz.]

**This is a trusty Little Clock
And a convenient Paper Weight.**

We have made several thousands of them for advertisers, with a brief advertisement on the dial.

Our first customer was the Spencerian Pen Co., whose card shows above, who took 1,500.

Some advertisers have thought themselves unable to use them by reason of the small space upon the dial. For such we have prepared a dial, leaving off the second-hand circle and using small Arabic figures. See fac-simile of one below.

Advertisement is printed in red. Dial figures black.



We will furnish these clocks to you by the hundred, with your special dial, for **\$1.10 each**, or by the thousand for **\$1.05 each**, net cash.

SETH THOMAS CLOCK CO.,

49 Maiden Lane, - - - - - New York.



THE FLYING BIRDS YOU SEE IN THE AIR REPRESENT THE FIFTY-TWO ISSUES OF **PRINTERS' INK** IN 1892 WHICH AN ADVERTISER CAN BUY AND PAY FOR.

THE NINE PLUMP LITTLE BEAUTIES IN THE FOREGROUND ARE THE MAKEWEIGHTS THAT ARE THROWN IN TO MAKE THE ADVERTISER HAPPY ABOUT HIS BARGAIN.

THE FLYING BIRDS CAN ALL BE HAD AT ANY TIME BEFORE DECEMBER 31, BUT THE GROUP OF PLUMP ONES IN THE FOREGROUND WILL GROW SMALLER EVERY WEEK.

MORAL?

**Printers'
Ink
for
1892**

If you are intending to advertise in 'PRINTERS' INK' in 1892, it will pay you to place the order NOW.

Orders to run through the entire year will be accepted at schedule rates, and the advertisement will be inserted FREE OF CHARGE in the remaining issues of 1891.

Any person contracting now for a yearly advertisement to be inserted in PRINTERS' INK will be entitled to receive additional the full amount of his order in yearly subscriptions to PRINTERS' INK, and his subscribers will be informed of the name of the person to whom they have become indebted for the complimentary yearly subscription.

It is apparent from the above proposal that an advertiser who contracts for a page in PRINTERS' INK for 1892 at \$5,200 is entitled to 2,600 paid-up subscriptions, to be sent to any names selected by him of persons who ought to become advertising patrons of his own. If he sends names of persons who are already on the subscription list of PRINTERS' INK, a record of such will be kept, and he will be allowed to furnish additional names to be substituted.

No issue of 'PRINTERS' INK' for the remainder of 1891 will be less than 40,000 copies.

**Shall
You
Use
It?**

1842

•• A NOTABLE EVENT ••

1892

THE SEMI-CENTENNIAL OF AGRICULTURAL PROGRESS
AS RECORDED IN
THE JANUARY NUMBER OF THE

AMERICAN AGRICULTURIST.

This number will contain a full and complete epitome of all the general industries of this and other countries and the rapid strides of advancement made in the last half-century in Agriculture, Stock Breeding, and in the Mechanical Arts, and will, therefore, be A VALUABLE WORK OF REFERENCE FOR YEARS TO COME.

AN OPPORTUNITY - FOR - ADVERTISERS

The regular edition, with a circulation of over 100,000 copies, distributed from 20,000 Post-Offices in the United States and over 1400 in Foreign Countries, together with a select list of 25,000 names in this and other Countries

to which the Semi-Centennial number will be sent, will make an aggregate issue of more than 125,000, which will be absolutely guaranteed, making this number valuable beyond comparison to advertisers. It will consist of one hundred and twenty-eight handsomely printed pages, being double the usual number, together with an attractive cover, printed in colors.

A CIRCULATION OF
125,000 COPIES
GUARANTEED

FACTS FOR ADVERTISERS TO BEAR IN MIND:

The Prosperous Year the Farmers have had, the Money that in consequence will be circulated, the opportunity herein presented to reach over 125,000 of the better class of Farmers through a successful medium that has stood the test of 50 years.

Copy must reach us not later than December 1st, but space SHOULD BE ENGAGED AT ONCE in order to receive proper classification.

NO ADVANCE IN RATES.

AMERICAN AGRICULTURIST

52 & 54 Lafayette Place, New York.

WESTERN OFFICE, 504 THE BOKERY, CHICAGO, ILL.